

FUTURE MEETS PAST...
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BELGIUM'S MASTER OF SURREALISM

Latest programme
update on
CONFERENCE.
ECRNET.ORG

ECR: THE NEXT GENERATION

ECR EUROPE CONFERENCE & MARKETPLACE

BRUSSELS SQUARE

9 & 10 MAY 2012



T. HUEBNER

J. ZIJLDEVELD

ECR Europe co-chairs



BREAKOUTS

supply chain
shopper
enabling technology

sustainability
business strategies

PROFIT BY WORKING TOGETHER TO PREVENT SUPPLY CHAIN WASTE 1.1

Retailers, wholesalers and manufacturers will share real-life case studies and help you work with your trading partners and colleagues to root out supply chain waste, reduce costs and increase sales.

MAXIMISING MULTICHANNEL OPPORTUNITIES 1.2

Shoppers are demanding more online solutions for their grocery shopping. This session explores what shoppers expect, how it impacts the retail model and how suppliers can establish a more effective trading relationship online.

USING INNOVATIVE TECHNOLOGY IN-STORE TO DRIVE DEMAND: A SHOPPER APPROACH 1.3

Speakers will showcase existing and emerging technologies that play to the five shopper senses in-store – sight, sound, smell, touch and taste.

DELIVERING ECR PRINCIPLES THROUGH GREAT PEOPLE 1.4

How often do we talk about attracting and retaining talent? Hear how the ECR UK board is embracing the people agenda and working collaboratively to promote and improve FMCG supply chain careers and why investment in people creates industry and consumer benefits.

MULTIMODAL TRANSPORT – THE CHALLENGES AND OPPORTUNITIES 2.1

This session will analyse the potential offered by intermodal transport in fast moving consumer goods and hear from companies with experience of this approach.

CONSUMER AND SHOPPER JOURNEY 2.2

Speakers will discuss lessons from the Consumer and Shopper Journey implementation work in Greece and France, and answer audience questions in an interactive session designed to help delegates get started on implementation.

THE NEXT GENERATION OF SHOPPERS: GETTING THE BUZZ? 2.3

Digital technology, social media and sustainability offer retailers and marketers incredible new ways of connecting with the shopper. What are the drivers and barriers to future shopping behaviour? Results of European shopper research will be revealed.

WINNING IN-STORE 3.2

How retailers and suppliers collaborate to create winning strategies in-store by combining an understanding of consumer purchasing decisions with merchandising innovation and retail strategy.

MARKETING IN THE DIGITAL AGE 3.3

New technology is changing how shoppers communicate about brands. 'Everywhere, anytime and with everyone' is the motto. This new consumer requires a different marketing approach.

COLLABORATION IN A CRISIS - WHERE DO WE GO FROM HERE? 3.4

Building on the opening plenary presentation, this session will look in depth at the results of the latest European survey on how ECR practices are being used, the benefits they generate and how they are shaping the next 10 years.

SHRINKAGE IN THE DIGITAL AGE 4.1

Innovative new technologies such as personal handheld computers promise to transform the shopper experience. They also present new challenges in protecting the value of products moving through retail supply chains. This session will consider shrinkage management's response to the new technological challenges.

APPLIED SHOPPER KNOWLEDGE 4.2

This session will examine the use of shopper clusters to implement the right marketing mix on the shop floor and address target groups in the right way. Next development steps will also be considered.

THE 3D EFFECT ON BUSINESS INFORMATION 4.3

Sharing business information is key for successful business and customer satisfaction. But mobile commerce has created a totally new dimension to the relationship between consumers, manufacturers and retailers.

SUSTAINABILITY FOR THE NEXT GENERATION 4.4

Is sustainability sufficiently on the agenda of consumers, retailers and manufacturers? Can collaboration help companies become more sustainable? This session considers supply chain and consumer perspectives, and a Europe-wide survey on current and future trends.

WEDNESDAY 09/05

09.00 PLENARY 1 - Collaboration in a crisis

OPENING REMARKS AND
WELCOME TO THE 16TH ECR EUROPE CONFERENCE & MARKETPLACE

Xavier HUA, ECR Europe



ECR 2022: COLLABORATION - SETTING THE STAGE FOR THE NEW GENERATION

Published in 2005, *The case for ECR*, a review of ECR adoption, showed how ECR best practices had created substantial value both for the industry and consumer. As ECR enters a new era, the ECR Europe co-chairs will share the results of a new survey conducted throughout Europe on the adoption, use and benefits of ECR practices. They will discuss best practices and lessons from successful collaboration programmes and consider how to create further industry value in the next 10 years.



Thomas HUEBNER, Carrefour / Jan ZIJDERVELD, Unilever



ECR IN PRACTICE

Hear from industry leaders what ECR has brought to their company in the past decade. What worked well and what didn't? What are the key lessons for successful collaboration in times of crisis?



Laurent FREIXE, Nestlé / Sander VAN DER LAAN, Ahold / Nikos VEROPOULOS, Veropoulos



11.15 BREAKOUTS

1.1 - SUPPLY CHAIN WASTE

1.2 - MULTICHANNEL OPPORTUNITIES

1.3 - INNOVATIVE TECHNOLOGY IN-STORE

1.4 - DELIVERING ECR PRINCIPLES THROUGH GREAT PEOPLE

COMPANIES ON STAGE

AboutGoods, Accenture, Ahold, Athens University, Brakes, Carrefour, Casino, Category Solutions, Coca-Cola, Danone, ECR Europe, ECR Ireland, ECR Italy, Eyeka, Forum for the Future, GfK, Glacier Consulting, Google, Group Bel, GS1 Europe, GS1 France, GS1 Germany, GS1 Portugal, Henkel, IGD, Kellogg's, Kraft Foods, Leeds University, Leicester University, L'Oréal, Mars Petcare UK, McKinsey, Nestlé, Pepsico, Procter & Gamble, Rewe, Sainsbury's, ShopTing, SOMA Austria, SymphonyIRI Group, Tesco, TNT, Unilever, Veropoulos, Vienna University, Visualise, Waitrose.

14.00 PLENARY 2 - Digital - Reaching the consumer

RETAILING IN THE DIGITAL ARENA

Retailers and manufacturers have worked in recent years to integrate the physical world with digital technology. What principal trends are driving change in retailing now? How will new technologies and social networking impact the shopping experience? And how are retailers and manufacturers adapting to the changing retail landscape?

Olivier MARCHETEAU, Casino / Ken TOWLE, Tesco / L'Oréal / TNT



KEYNOTE PRESENTATION: THE NEW NORMAL

We have already gone through huge changes, but what lies ahead promises to be even more challenging. Digital has become the New Normal, and this will have an enormous impact on the way companies organise their communications with customers and how they have to organise internally.



Peter HINSEN

16.45 BREAKOUTS

2.1 - MULTIMODAL TRANSPORT

2.2 - CONSUMER AND SHOPPER JOURNEY

2.3 - NEXT GENERATION OF SHOPPERS

THURSDAY 10/05

09.00 BREAKOUTS

3.2 - WINNING IN-STORE

3.3 - MARKETING IN THE DIGITAL AGE

3.4 - COLLABORATION IN A CRISIS - WHERE DO WE GO FROM HERE?

11.00 BREAKOUTS

4.1 - SHRINKAGE IN THE DIGITAL AGE

4.2 - APPLIED SHOPPER KNOWLEDGE

4.3 - THE 3D EFFECT ON BUSINESS INFORMATION

4.4 - SUSTAINABILITY FOR THE NEXT GENERATION

LUNCH

13.30 PLENARY 3 - Growing... sustainably

RETAILING FOR THE NEXT GENERATION

Growing in the current economical climate is challenging. Doing it in a sustainable way is even more so. Or is it? Hear how sustainability can stimulate innovation, and how top retailers and manufacturers are integrating sustainability in their daily business in this eye-opening session.



Judith **BATCHELAR**, Sainsbury's / Karen **HAMILTON**, Unilever / Jens-Martin **SCHWAERZLER**, Henkel



KEYNOTE PRESENTATION: THE GOOGLE DIMENSION

Once in a while a brand name is so successful it becomes part of our everyday vocabulary. One such is Google. Want to find out something on the internet? "Just Google it!" In this special presentation hear how Google arrived with the digital age and how fame followed.

GOOGLE

WHAT IS ECR EUROPE?

ECR Europe is a voluntary and collaborative retailer-manufacturer platform with a mission to “fulfil consumer wishes better, faster and at less cost”. It is a non-profit organisation which aims to help retailers and manufacturers in the Fast Moving Consumer Goods sector to drive supply chain efficiencies and deliver business growth and consumer value.

HOW ECR BEGAN

The ECR (Efficient Consumer Response) movement began in the 1990s when new principles of collaborative management along the supply chain were emerging from the understanding that companies can serve consumers better, faster and at less cost by working together with trading partners.

It was prompted by factors such as advances in information technology, growing competition, pressure on margins, consumer demand and the increasing movement of goods across international borders. These required a fundamental re-think of operating practices and of the conventional separation of manufacturers’ and retailers’ roles. ECR has inverted the traditional model and broken down non-productive barriers. The impacts have been extensive and continue to resonate across industry.

CONFERENCE & MARKETPLACE

Since the inaugural conference in Geneva in 1996, ECR Europe’s annual Conference & Marketplace has grown to become one of the FMCG industry’s premier international events, drawing participants from across Europe and far beyond and establishing a reputation for the quality of its presentations and speakers.

The fees from the Conference are re-invested in joint best-practice projects, research, training and education for the members of our industry. By attending the Conference you support your industry in delivering better consumer value.

NETWORKING

The Conference & Marketplace offer ample opportunities for networking. For example:

ECR EUROPE EVENING EVENT

Be our guest at our special evening event on Wednesday 9 May when we visit the nearby Musée Magritte for an evening of food, drink and music, surrounded by the fabulous works of Belgium’s famous surrealist painter, René Magritte.

More than 200 oil paintings, drawings and posters will be on show in what promises to be a very special night out. The evening starts at 20.00. The event is free but numbers are strictly limited so pre-registration is essential.



MATCHMAKING PROGRAMME

Used in several previous conferences, this superb tool enables you to organise your one-to-one meetings. Simply select from the participants’ list the people you would like to meet and send them a personalised e-mail requesting a meeting during the conference. It saves searching for the right contact details beforehand or hoping for a chance meeting while you are there.

With the Matchmaking Programme it takes just a simple click to get in touch with the people you want to see.

MARKETPLACE

At the heart of every ECR Europe conference, the Marketplace is where exhibitors showcase their latest products, systems and services, and it is where delegates meet between conference sessions. Lunches are provided in this area and there are plenty of coffee and snack stops as well.

This year, for the first time, exhibitors will also have ‘15 minutes to convince’. These are short briefing sessions during the breaks, giving delegates the chance to learn more about exhibitors’ ideas and services in a dedicated area away from the hustle and bustle of the exhibition stands.

PRACTICAL INFORMATION

Are you planning to attend the Conference & Marketplace in Brussels but unsure about some aspects of it, such as how to register or where to stay? If so, we can help. Here are answers to some of the most frequently asked questions. If you have any other questions we will be happy to answer them. Simply call the Conference Secretariat on +32 2 773 50 22.

HOW TO BOOK YOUR PLACE

You can register online at conference.ecrnet.org under the section "Register now".

If that is not possible, simply print out the registration form and send it back via fax to +32 2 732 03 41 or call the Conference secretariat at +32 2 773 50 22.

LANGUAGE

English is the official language of the Conference.

REGISTRATION FEES

Regular fee

€1,350 (incl. VAT: €1,633,50)

Member Companies of ECR/GS1

€950 (incl. VAT: €1,149,50)

WHAT IS INCLUDED

The registration fee includes all Conference material, access to the Marketplace and all meals and events that take place during the Conference.

WHERE TO GO

The Conference & Marketplace is being held at the SQUARE BRUSSELS MEETING CENTRE, Mont des Arts, Brussels.

It is just across the way from the Brussels Central railway station and very close to the recommended hotels. There are regular trains between the airport and the Central Station. For all travel queries, go to conference.ecrnet.org and check out the page on How To Get There. It is ready for you to download.

WHERE TO STAY

Advanced Fair has been appointed by ECR Europe as official accommodation agency for the Conference. ECR has negotiated special rates.

Go online and book your hotel at conference.ecrnet.org under the section Book My Hotel.

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